DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***
DESK***SET***

G.O. Graphics

PRODUCT DESCRIPTION

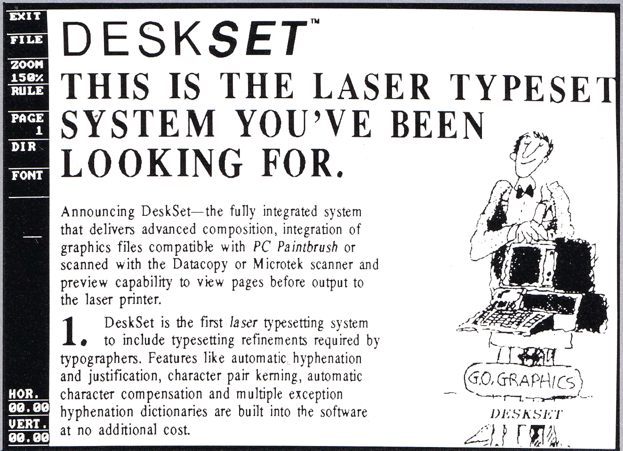
DESK***SET*** Professional Desktop Publishing for the IBM PC

G.O. Graphics
DESKSET
DESKSET
THIS IS THE LASER TYPESETTING SYSTEM YOU'VE BEEN LOOKING FOR.
PROFESSIONAL DESKTOP PUBLISHING FOR THE IBM PC From G.O. Graphics
IBM
IBM

DESK***SET*** produces high-quality typeset documents, reports and other materials for personal computer users in offices, schools and industry—without the services of expensive typographers. DESK***SET*** is a software package that includes all of the sophistication of an expensive professional typesetting system, now available for use with the IBM Personal Computer and compatibles. With DESK***SET*** you can output to any PostScript-compatible laser printer or typesetter for quick, professional-looking documents. Unlike other desktop publishing packages, DESK***SET*** includes typesetting refinements for individual character pair kerning, automatic character compensation and accurate hyphenation with multiple exception hyphenation dictionaries. These features enable any personal computer user to create tightly-spaced and aesthetically appealing results easily, quickly and affordably.

DESK***SET*** has its own powerful text editor complete with user-definable keys and macro keys so it does not require a standalone word processing program. However, it can also accept *formatted* files created with most word processing programs because it uses translation tables to translate ASCII word processing codes into DESK***SET*** codes. DESK***SET*** has the capability to include graphics files created with Paint/Draw packages or scanned at 300 dots-per-inch with low-cost image scanners. Also included in DESK***SET*** is a what-you-see-is-what-you-get preview capability so you can view your pages before outputting to the laser printer or typesetter.

For users requiring the flexibility to output to higher resolution typesetters, DESK***SET*** will drive Linotype 100P/300P systems directly or optionally create Compugraphic MCS-compatible diskettes right on the PC. This feature also allows MCS diskettes to be converted to DESK***SET***. Only DESK***SET*** provides the typographic composition aesthetics and output versatility that you need to produce professional quality graphic communications.



DESK***SET***™

THIS IS THE LASER TYPESET SYSTEM YOU'VE BEEN LOOKING FOR.

Announcing DeskSet—the fully integrated system that delivers advanced composition, integration of graphics files compatible with *PC Paintbrush* or scanned with the Datacopy or Microtek scanner and preview capability to view pages before output to the laser printer.

1. DeskSet is the first *laser* typesetting system to include typesetting refinements required by typographers. Features like automatic hyphenation and justification, character pair kerning, automatic character compensation and multiple exception hyphenation dictionaries are built into the software at no additional cost.

Desk*Set's* WYSIWYG screen shows text and graphics

THIS PAGE WAS TYPESET ON AN APPLE LASER

	1986	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959	195
Operating costs and expenses																													
Cost of sales	912	911	910	909	908	907	905	904	903	902	901	900	890	890	889	888	887	876	855	854	833	822	810	781	780	711	710	708	70
Installation, service; warranty	909	908	907	905	904	903	902	901	900	890	890	889	888	887	876	855	854	833	822	810	781	780	711	710	708	700	555	561	33
General and administrative	903	902	901	900	890	890	889	888	887	876	855	854	833	822	810	781	780	711	710	708	700	555	561	333	321	320	320	319	30
Engineering research	854	833	822	810	781	780	711	710	708	700	555	561	333	321	320	320	319	309	398	301	299	288	277	266	256	255	254	253	25
Employee profit sharing	299	288	277	266	256	255	254	253	252	912	911	910	909	908	907	905	904	903	902	901	900	890	890	889	888	887	876	855	85
Interest expense; net	252	912	911	910	909	908	907	905	904	903	902	901	900	890	890	889	888	887	876	855	854	833	822	810	781	780	711	710	70

DESKSET CAN SET AN UNLIMITED NUMBER OF COLUMNS USING FLOATING TABS.

DESKSET PROVIDES ***UNLIMITED*** MIXING **OF** *FONTS* **AND** ***SIZES***

MIXING TYPE SIZES AND FONTS IS NO PROBLEM FOR DESKSET. 248 TYPE SIZES ARE AVAILABLE FROM 4

LETTERSPACE CONTROL IMPROVES WORDSPACING:

Spacing control by the user improves the appearance of the
Spacing control by the user improves the appearance of th
Spacing control by the user improves the appearance of t
Spacing control by the user improves the appearance of
Spacing control by the user improves the appearance o
Spacing control by the user improves the appearance

UNATTRACTIVE WORDSPACING
WITHOUT LETTERSPACE CONTROL:

Spacing control by the user improves the appearance of the
Spacing control by the user improves the appearance of th
Spacing control by the user improves the appearance of t
Spacing control by the user improves the appearance of
Spacing control by the user improves the appearance o
Spacing control by the user improves the appearance

WORD SPACING AND LETTER SPACING CONTROL IMPROVES TYPE SET JUSTIFIED.

**WHITE
ON A B
BACKGR**

**REVERSE VIDEO CAN S
ON A BLACK BACKGROU**

SLANTED 31-3/4 DEGREES LEFT
SLANTED 20 DEGREES LEFT
SLANTED 10 DEGREES LEFT
SLANTED 5 DEGREES LEFT
NOT SLANTED
SLANTED 5 DEGREES RIGHT
SLANTED 10 DEGREES RIGHT
SLANTED 20 DEGREES RIGHT
SLANTED 31-3/4 DEGREES RIGHT

TYPE CAN BE SLANTED RIGHT OR LEFT UP TO 31-3/4 DEGREES IN 1/4-DEGREE INCREMENTS.

The future of the service business is becoming increasingly clear and it will not belong to the fainthearted. It will belong rather to pro-active risk takers who go to where the significant payoffs are. Organizations that fail to grasp emerging opportunities and forestall long range problems will find themselves out of the driver's seat. We believe it is essential that executives responsible for service marketing address the trends we see developing. For example:

Customers today require integration of service and support options with product solutions early in the selling cycle. Sales and Service which sometimes function almost as adversaries make a mockery of the total solution concept—and cause serious consequences for the customer. Companies that do the best job of this integration will stand above the crowd.

Truly new services must be developed, repackaging of the old will not do. Companies who actively and creatively do this are

consistently rede
business. They'
ways to serve
"grow" their b
Plan for "retc
utilized personn
price of progres
industry may we
of talent will
obsolete by new
products. This
cannot, and sho
with solely by a
when messages a
costs or increase

MULTIPLE COLUMNS CAN BE SET AUTOMATICALLY TO A SPECIFIE

Larger type shoul
Larger type shou
Larger type shou
Larger type sho
Larger type sho

**CHARACTER COMPENSATION MAK
REDUCING THE WHITE SPACE BET**

This is 18-point condensed to 10-point width.
This is 18-point condensed to 12-point width.
This is 18-point condensed to 14-point width.
This is 18-point condensed to 16-point width.
This is 18-point with an 18-point width.
This is 18-point expanded to 20-point width.
This is 18-point expanded to 30-point width
This is 18-point expanded to 40-
This is 18-point expanded

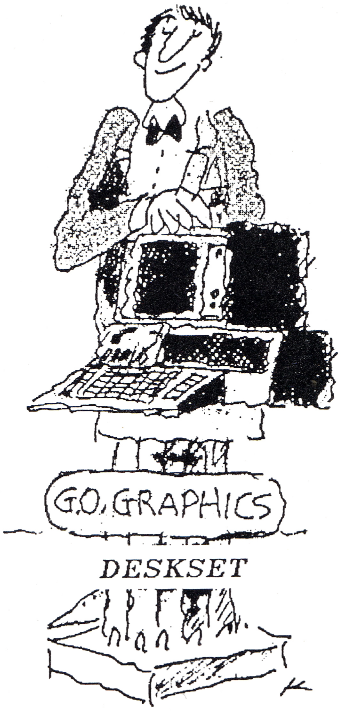
DESKSET CAN EXPAND OR CONDENSE EVERY FONT FROM 4 POINT TO 127-1/2 POINT.

VRITER AND AN IBM PC USING DESKSET (OFFSET PRINTED).

957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939
555	561	333	321	320	320	319	309	398	301	299	288	277	266	256	255	254	253	252
321	320	320	319	309	398	301	299	288	277	266	256	255	254	253	252	912	911	910
398	301	299	288	277	266	256	255	254	253	252	912	911	910	909	908	907	905	904
912	911	910	909	908	907	905	904	903	902	901	900	890	890	889	888	887	876	855
333	822	810	781	780	711	710	708	700	555	561	333	321	320	320	319	309	398	301
700	555	561	333	321	320	320	319	309	398	301	299	288	277	266	256	255	254	253

WITHIN A LINE

INT TO 127-1/2 POINT IN HALF-POINT INCREMENTS.



GRAPHICS CAN BE INCORPORATED FROM PAINT PROGRAMS, SCANNERS AND *LOTUS 123.*

NO KERNING:

Talented Typographers Take Time To Tighten Their Type

WITH KERNING:

Talented Typographers Take Time To Tighten Their Type

AUTOMATIC KERNING REDUCES SPACE BETWEEN CERTAIN LETTERS. DESKSET HAS 256 CHARACTER PAIRS FOR EACH FONT.

TYPE
LACK
OUND

ANY FONT
D.

ing the service finding new ustomers and ness.

ng'' of under-—because the for the service e that its army made semi- more reliable alent surplus l not, be dealt tion. However, very clear; cut evenues.

Customers today require integration of service and support options with product solutions early in the selling cycle. Sales and Service which sometimes function almost as adversaries make a mockery of the total solution concept—and cause serious consequences for the customer. Companies that do the best job of this integration will stand above the crowd.

The future of the service business is becoming increasingly clear and it will not belong to the faint.

DEPTH.

l pull itself together.
d pull itself together.
d pull itself together.
ld pull itself together.
uld pull itself together.

S LARGE TYPE LOOK BETTER BY
EEN ALL CHARACTERS.

.
point.
to 50.

Form No. 8127

DESCRIPTION	COLOR	QTY.	PRICE

Name
Dept No.
Order No.
Approved

DO NOT WRITE IN THIS SPACE

FORMS ARE SET ACCURATELY WITH DESKSET'S RULES, BOXES, MATRICES, AND COMBS CAPABILITIES.

DESK*SET* SPECIFICATIONS

Hardware

IBM PC, XT, AT (or 100% compatible).
512K RAM. Compatible with CGA, EGA, Hercules monochrome graphics, Wyse 700, Micro Display Systems Genius VHR. Mouse optional. Hard disk recommended.

Display

23 text lines of 80 characters and 2 interactive status lines. Status shows current line measure and line measure remaining, type size, font, line spacing, tab position, line ending mode, vertical depth, hyphenation status.

Capacity

Unlimited file size (limited only by available disk space). Files are divided into sections of 30,000 characters.

White Space Reduction

Automatic character compensation and 3-level variable character compensation (tracking). User-modifiable automatic kerning (256 character pairs per font).

Justification

Operator choice of measuring system including inches, metric, picas & points or ciceros. Automatic or manual line ending decisions in interactive counting mode, batch mode (entire editing memory at once), or one line at a time by moving cursor down through text. Line endings and hyphenation are shown as they will appear in final output. Automatic or manual text positioning: flush left, flush right, centered, or justified. Operator control of justification parameters including negative and positive letterspacing; minimum, maximum, and preferred word space expansion. Hyphenation and justification speed of non-counted files in batch mode is 1000 characters/second at 20-pica line measure.

Hyphenation

Automatic hyphenation or by operator discretion, augmented with multiple exception hyphenation dictionaries of 1500 words each. Operator control of maximum number of lines successively hyphenated, number of characters before a hyphen, number of characters after a hyphen.

Multiple Column/Tabulation

Single command control to reset column; supports up to 20 columns, 20 typewriter tabs, 20 automatic tabs (system calculates length of tab column). Floating tabs may be called unlimited number of times. Automatic text positioning for each tab column: flush left, flush right, centered, or justified.

Page Size

8-1/2 x 11 inches or 8-1/2 x 14 inches. Portrait or landscape modes (vertical or horizontal page orientation).

Fonts

Fonts are organized in font libraries of up to 256 fonts per library. Operator may rearrange and renumber fonts in an unlimited number of font arrangements of 16 fonts each. Utility to change font character widths and add new fonts to library is provided. Unlimited intraline font mixing in 248 sizes ranging from 4-point to 127.5-point in half-point increments. All characters supported with reverse video (white characters on a black background). Variable slant available for all fonts (quarter degree increments up to 31 3/4 degrees slant left or right). Any font can be electronically condensed or expanded.

Graphics

X-Y Positioning of graphics files from *Lotus 123, PC Paintbrush, Dr. Halo,* Microtek, Datacopy, and Dest formats.

User Definable Keys/Macro Keys

Up to 1600 characters and/or typesetting command keystrokes may be saved in 10 user definable keys; unlimited sets of up to 10 user definable keys each may be saved to disk and recalled. 8 built-in macro keys available for cursor movement, editing commands, and menu selections.

Indents

Supports four types of indents: left margin indent, right margin indent, both margin indent, hanging indent (first line of paragraph set to full measure with runover lines indented). Also supports eight automatic cut runarounds (four left and four right).

Help

Context-sensitive Help screens available at all levels, including menus and command keys. Includes keyboard template for quick and easy reference.

Automatic Ruling & Boxes

Capability to generate horizontal and vertical rules, borders, grids, matrices and combs for windows, charts, and forms.

Word Processing Input

Includes sophisticated translation table capability to translate any ASCII word processing format codes to DeskSet codes. Compatibility with any word processor capable of saving files to disk in ASCII form.

Preview

WYSIWYG (what-you-see-is-what-you-get) preview of page before output to printer or typesetter. Choice of reduced size (entire page), actual size (100%), enlarged size (150%) or twice-size (200%). Requires 512K RAM and Hercules monochrome card. Mouse optional. Supports mouse compatible with Microsoft, Summagraphics, or Mouse Systems.

Output

Connection from async port to RS232 port of any device which supports Adobe PostScript page description language, including: Domain/Laser 26 from Apollo Computer, Inc.; LaserWriter and LaserWriter Plus from Apple Computer, Inc.; LZR 2665 from Dataproducts Corp.; Laser Graphic Model 8 from NBI, Inc.; PS 800, PS 1200 and PS 2400 from QMS, Inc.; Sun LaserWriter from Sun Microsystems; Linotronic 100, 300, and 500 from Allied Linotype Co. For a complete list of PostScript-compatible devices write: Adobe Systems, Inc., 1870 Embarcadero Road, Palo Alto, CA 94303.

Printing of files with page numbers, line endings and hyphenation on Epson-compatible dot-matrix printer; choice of printing or stripping out typesetting codes.

Optional disk compatibility with Modular Composition System from Compugraphic Corporation.

Available fall 1986: Output drivers for Hewlett Packard LaserJet and LaserJet Plus and Xerox 4045 laser printers.

Also available from G.O. Graphics: Horizon™ Composition Management System. Emulates Compugraphic and Varityper systems with cable connection for direct output to phototypesetter.

Call G.O. Graphics at (800) 237-5588 for the name of your nearest dealer. Specifications subject to change without notice.

This brochure was typeset on an Apple LaserWriter using an IBM PC with DESK*SET.*

G.O. Graphics

18 Ray Avenue, Burlington, MA 01803-4721
(800) 237-5588 or (617) 229-8900 in MA.